Dear AD

PowerCo is a major gas and electricity utility that supplies to corporate, SME and residential customers.

**Churn Problem:**

1. The power-Liberalization of the energy market in Europe has led to significant customer churn especially in the SME segment.

2. A fair hypothesis is that price changes affect customer churn.

**Client Hypothesis:**

1. Through Predictive model could be helpful to know which customer are more likely to churn at their current price.

2. A discount might incentivize them to stay with our client.

3.SME is considering 20% discount that is avoid client churn.

**Required Data:**

a. Required electricity consumption details, date joined as customer, monthly bill, industry.

B .Churn data which has details about customer churned

c. And historical price data of Client(PowerCo).

**Solution**

We need to define price limit.

We need to define Customer Analysis.

We need to define various Data Engineering methods such as Logistic Regression, Machine Learning, Random Forest.

We need to find reasoning behind how price change is affecting Customer Churn.

According to above these processes we define discount strategy.

Regards,

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